



◀ **BACK**



INDUSTRY

Software-as-a-Service (SaaS)

SERVICES PROVIDED

We've seen incredible results, including 178% growth in organic traffic, 93% increase in organic

Content, PPC, SEO

increase in organic

lead generation, and

44% improvement to

PPC lead generation.

Communication is

great. They're always

available to provide in-

depth answers and

their turnaround is

exceptionally fast.

Laura Hamrick

WEB OPTIMIZATION MANAGER

CLIENT

Xactly is a leading provider of enterprise-class, cloud-based, incentive compensation solutions for employee and sales performance management. They address critical business need: to incentivize employees and align their behaviors with company goals.

01

Marketing Goals

Xactly wanted to improve net new leads per quarter for all digital channels, with emphasis on overall web traffic, organic traffic, and paid advertising.

02

Directive Approach

Optimizing search engine market share for Xactly was the top priority. We were able to accomplish this by improving search engine visibility for target audiences at the bottom of the funnel. In order to generate qualified leads from these users, we

focused on value-driven content on relevant, winnable terms, landing page testing on PPC platforms, and third party directory optimization.

03
Results

178%

INCREASE IN YOY
ORGANIC TRAFFIC

93%

INCREASE IN YOY
ORGANIC LEAD
GENERATION

44%

IMPROVEMENT TO
PPC LEAD
GENERATION